

SPONSORSHIP & PARTNERSHIPS



HELENSVALE
STATE HIGH SCHOOL



Our school is renowned by parents, families, training institutions, local businesses and community organisations for seeking ways to enhance student learning. Community sponsorships and partnerships help address identified student needs. These formal arrangements provide access to experiences, support, mentors, employment pathways and other physical resources that can enhance student engagement and success.



HELENSVALE STATE HIGH SCHOOL
ONE STUDENT • ONE COMMUNITY • MANY FUTURES

Asset Register

Helensvale State High School has an asset register that can be accessed by partners and sponsors. Partnership and sponsorship arrangements can be tailored to suit the needs of your organisation. A (not exhaustive) list of these potential opportunities is provided below.

SPONSORSHIP ASSOCIATION, RIGHTS or ACTIVATION OPPORTUNITIES:

Principal/Parent carer meetings, Year 6 into 7 Enrolment Information Evening, Year 7 Orientation Day, Colour Run, H Factor (Talent Quest), Academic Awards, Sports Awards, Athletics Carnival, Swimming Carnival, Cross Country, School Musical, Encore (Dance Showcase), Celebration of Success Awards, Year 12 Graduation, Year 12 Formal, School Band, Drum Line, Kokoda Challenge, School Choir, Thumbs Up Breakfast, P and C Meetings, School Council Meetings, Assemblies, Eisteddfod, Australian Business Week, Business Alliance Breakfast, Academy Information Evenings.

USE OF LOGO: use of school logo, use of sponsorship designated logo, use of school mascot.

SIGNAGE: oval, perimeter fencing, road frontage, tv screen front office, goal post wraps, key drive by traffic opportunities, Stop Drop Go Zone, electronic signs, SAC walls, temporary portable signage for events.

APPAREL BRANDING: front of jersey/shirt, top back of jersey/shirt, left and right sleeves, sternum of shirt, front left of shorts, back left of shorts etc.

COMMUNICATION CHANNELS: newsletter, website, Facebook, TV screens in school office, TV screen on front sign, front desk (cards and flyers), TV screens in admin offices, canteen screens.

TICKETS/VIP: Musical, Graduation, Alliance Breakfast, Twilight Tunes.

PUBLIC RELATIONS: Announcement of sponsorship across all mediums, inclusion in press release and other media activities, speaking opportunities.

BRANDING: pull up banners, stage curtains, tablecloths, partnership luncheon invite, parent information night invite, Academic Awards invite, logo on LED screen recognising sponsors during major events, logo on event programs, posters, invitations, logo in Yearbook, logo on information booklets, enrolment booklets, school merchandise, sponsored trophies and power-point presentations.



Helensvale SHS Community Alliance

*Helensvale State High School is committed to our vision of **One Student, One Community, Many Futures** ensuring that every student achieves to their fullest potential in seeking like-minded businesses to collaborate in our journey. The Helensvale State High School Community Alliance consists of many members who share a common goal, to celebrate the successes of our students.*



Membership is available to individuals or businesses interested in joining the Vale Community Alliance. Members are entitled to 12 months listing in the Vale Community Alliance Network Directory, invitations to all Alliance functions (3 Networking Breakfasts). Members have the opportunities to:



Create opportunities for business promotion and networking



Enrich curriculum through local business support



Attract work, apprenticeships, traineeships and work



Capture additional financial, physical and human resources for

New members are always welcome. Please use the form attached (Appendix A) to register your interest as an Alliance Partner. Forms (or a simple email) can be sent to Mark McKague (Business Head of Department) on mmcka68@eq.edu.au and/or Michael Ogier mogie2@eq.edu If you would like develop a stronger connection to Helensvale State High School through a tailored Sponsorship or Partnership agreement, please consider the following information.



Sponsorship and Partnerships

Helensvale State High School is moving away from prescriptive arrangements that are linked to a set financial value. This is consistent with Education Department developments in recent years which seeks to develop more meaningful connections between school and community. For reference, the past (tiered) structure can be found in Appendix B. Expressions of interest to engage with the school about Sponsorships and Partnerships can be made by contacting Mark McKague (Head of Department, Business) on mmcka68@eq.edu.au or Michael Ogier (Deputy Principal) on mogie2@eq.edu.au

Sponsorship packages are available through consultation with the school. This typically involves an initial meeting between the school and interested parties. A draft package (see below) is developed by the school following this consultation. Once the terms and conditions of the package have been further refined, a formal 'Incoming Sponsorship Agreement' is presented. This agreement goes through the Department of Education, Queensland's procurement channels. Once that has been successfully the arrangement is formalised through invoice (if relevant).

SPONSOR PACKAGE
\$10,000 plus GST

Helensvale State High School has a long, successful history of developing links between our school community, local business and commercial organisations. These agreements are able to generate significant benefits for all parties. Helensvale State High School seeks to generate funding for performance events, specifically (but not limited to) our Faculty Programs and various school events.

Designation

- Recognition as Helensvale State High School Gold Sponsor
- Use of Helensvale State High School Gold Sponsor designated logo

Sponsorship Initiatives

As part of our school focus on supporting initiatives for students, your business will have the opportunity to be a Gold Sponsor Key Helensvale State High School initiatives as per below:

- Event Material and performance extralogistical
- Contribution of Business Awards

Business Category Exclusivity

Sponsorship Activation Opportunities

Opportunity to provide demonstration, display or branding at the following events:

- Year 10 Final Assembly presentation to staff and/or students to be planned and approved by the Executive Principal
- Subject Selections and Future Expo

Signage

The following signage locations are provided to Gold Sponsors exclusively:

- Electronic sign on marquee
- Visible signage throughout (by negotiation)

Other signage locations include:

- Roof Forage (Display Lane only)
- TV screen (not office on marquee)

*Signage production and maintenance at Sponsor's cost and to appropriate specifications, as approved by Principal

Branding

Sponsor, you will have the following branding opportunities:

- Custom designed logo displayed on school newsletters
- Designated logo displayed on community page of school website
- Opportunity to provide our logo on banners for high-visibility events (areas requested by participants at information meetings and events only by negotiation)

Internal / External Communication Channels

Sponsorship acknowledgement on the following school platforms:

- News story on school website (highlighting sponsoring company)
- Facebook (visual announcing sponsorship commitment of commitment of agreement)
- Inclusion of Sponsor's name across newsletters, Facebook and on-site, printing and stationery

Public Relations

Relationship endorsement as a Gold Sponsor in school speeches, where appropriate

- Recognition as a Gold Sponsor in school speeches, where appropriate
- Opportunity to host school events (Sponsor's venue (where appropriate))
- Opportunity to utilize school venue for Sponsor's own functions and events, subject to this agreement process

*All events held on-site must meet Department of Education guidelines and be approved by the school

Tickets / VIP / Entertaining

- Priority access to key school events, VIP privileges (subject to budget and availability)
- Sponsor to be invited to attend school events
- Priority access reserved onsite parking when attending events

Employee Engagement

Your staff will have the opportunity to engage with school staff and/or school community at the following events:

- Staff Appreciation Day
- Recognition and promotion assembly staff newsletter (Please Talk)

We look forward to partnering with: _____

We are excited by the opportunity this presents and _____

Appendix A Helensvale State High School Community Alliance Membership



Vale Community Alliance Membership

12 months membership

Invitations to 3 Alliance functions

Business in Alliance Directory on School Website

\$100

Yes, I wish to become a Helensvale State High School Alliance Member. Please send invoice and sponsorship details to Name: _____ Email: _____

Appendix B



Platinum Sponsor

Platinum Sponsor/Partnership of Helensvale on home page of school website with direct link to company

-
- Commemorative plaque for sponsor/partner
-
- Feature article in the newsletter
-
- Social media reach
-
- Publicity in school newsletter
-
- Business name, banner and logo displayed in one of the major events chosen for sponsorship
-
- Business branding and naming rights of major event sponsored – Invitations
-
- 4 VIP Invitations to sponsored major event
-
- Invitation to pre-drinks prior to sponsored event
-
- 12 months membership to the Helensvale Community Alliance
-
- Invitations to 3 Alliance functions throughout the year
-
- Opportunity to negotiate other benefits

\$10 000 +



Gold Sponsor

Gold Sponsor/Partnership of Helensvale on home page of school website with direct link to company

-
- Feature article in the newsletter
-
- Social media reach
-
- Publicity in Newsletter
-
- 2 VIP Invitations to sponsored major event
-
- Invitation to pre-drinks prior to sponsored event
-
- 12 months membership to the Helensvale Community Alliance
-
- Invitations to 3 Alliance functions throughout the year
-
- Certificate of Appreciation

Opportunity to negotiate other benefits

\$5 000



Silver Sponsor

Silver Sponsor/Partnership of Helensvale on home page of school website with direct link to company

-
- Quarterly update in school newsletter
-
- Certificate of Appreciation
-
- Social media reach
-
- 12 months membership to the Helensvale Community Alliance
-
- Invitations to 3 Alliance functions
-
- 2 VIP Invitations to a major event
-
- Opportunity to negotiate other benefits

\$2 500



Bronze Sponsor

Bronze Sponsor/Partnership of Helensvale on home page of school website with direct link to company

-
- Certificate of Appreciation
-
- Social media reach
-
- 12 months membership to the Helensvale Community Alliance
-
- Invitations to 3 Alliance functions
-
- 2 VIP Invitations to the Northern Collegiate ABW
-
- Opportunity to negotiate other benefits

\$1000